





MEDIA RELEASE

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Contact: Libby Murphy Director, Development & Public Relations Office

(318) 673-6782, Cell (318) 401-3350 Email: libby.murphy@lifeshare.org

Shreveport Mayor Cedric Glover becomes larger than life in support of the area's community blood center, when his image goes up on the Lamar billboard at LifeShare Blood Centers' Linwood Avenue location on Tuesday morning, September 23.

"It's imperative for our citizens to support our community's blood center," said Glover. "I know from experience that blood donation is safe and simple. It's the responsibility of those who can give blood to do so. Blood donation is a community responsibility."

The billboard is a photo of Mayor Glover standing in front of Shreveport's skyline, with his arm held up, proudly showing his after-donation bandage. The idea came about when Mayor Glover's friend, local restaurateur Orlando Chapman, was featured on a similar billboard. The Mayor volunteered to appear on the billboard to encourage the public to be regular blood donors.

"As Shreveport's top elected leader, Mayor Glover leads by example when it comes to giving blood," said LifeShare spokesperson Libby Murphy. "We appreciate Mayor Glover's support as a blood donor and as a role model for others to emulate."

The billboard is scheduled to be put up by 10:00 a.m. Tuesday, weather permitting, at 8910 Linwood Avenue, where it will be seen by daily by the thousands of travelers on the Terry Bradshaw Passway (La. Hwy. 3132).

Potential blood donors receive a mini-physical prior to the donation procedure, including a check of temperature, pulse, blood pressure and iron level. Potential donors must be age 17 or older, weigh at least 110 pounds, feel well and healthy at the time of donation, eat a good meal and increase fluid intake prior to donation. Donors will be asked to present identification. For more information and to schedule a blood donation or blood drive, call (318) 673-1471.